

with the proviso that said at least one additional film former (b) is not an alkyl cycloalkylacrylate.

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50. A transfer resistant cosmetic composition according to claim 49, wherein said at least one copolymer film former comprises at least one radial copolymer film former and at least one tri-block copolymer film former.

51. A transfer resistant cosmetic product comprising a water/oil emulsion foundation, said emulsion comprising:

(a) an effective amount of at least one copolymer film former selected from tri-block, multi-block, and radial copolymers, and
(b) at least one additional film former, wherein said at least one additional film former is not a block copolymer film former,
with the proviso that said at least one additional film former (b) is not an alkyl cycloalkylacrylate.

52. A transfer resistant cosmetic product of claim 51, wherein said additional film former is an Allyl Stearate/VA copolymer film former.

53. A transfer resistant cosmetic product of claim 51, wherein the water phase of said water/oil emulsion further comprises at least one film former.

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54. A transfer resistant cosmetic product of claim 53, wherein said film former of said water phase is a PVP/VA copolymer film former.

55. A transfer resistant cosmetic product according to claim 51, wherein said at least one copolymer film former comprises at least one radial copolymer film former and at least one tri-block copolymer film former.

56. A transfer resistant eyeliner product comprising:

- (a) an effective amount of at least one copolymer film former selected from tri-block, multi-block, and radial copolymers, and
 - (b) at least one additional film former, wherein said at least one additional film former is not a block copolymer film former,
- with the proviso that said at least one film former (b) is not an alkyl cycloalkylacrylate.

57. A transfer resistant eyeliner product of claim 56, wherein said additional film former is an Allyl Stearate/VA copolymer film former.

58. A transfer resistant eyeliner product of claim 56, wherein said product further comprises organo-clays.

59. A transfer resistant eyeliner product according to claim 56, wherein said at least one copolymer film former comprises at least one radial copolymer film former and at least one tri-block copolymer film former.

60. A transfer resistant mascara product comprising:

- (a) an effective amount of at least one copolymer film former selected from tri-block, multi-block, and radial copolymers, and
 - (b) at least one additional film former, wherein said at least one additional film former is not a block copolymer film former,
- with the proviso that said at least one film former (b) is not an alkyl cycloalkylacrylate.

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61. A transfer resistant mascara product of claim 60, wherein said additional film former is an Allyl Stearate/VA copolymer film former.

62. A transfer resistant mascara product according to claim 60, wherein said at least one copolymer film former comprises at least one radial copolymer film former and at least one tri-block copolymer film former.

63. A transfer resistant lotion comprising:

- (a) an effective amount of at least one copolymer film former selected from tri-block, multi-block, and radial copolymers, and
- (b) at least one additional film former, wherein said at least one additional film former is not a block copolymer film former,

with the proviso that said at least one film former (b) is not an alkyl cycloalkylacrylate.

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